

PYTHIAN SISTERS TO MEET IN SALEM

On March 29 and Preparations
for Their Entertainment
Are Being Made.

SALEM, March 18.—The second session of the Pythian Sisters' district convention will be held here on March 29, and the members of the local temple, Sunshine Temple, No. 21, are making preparations for the comfort and entertainment of the delegates and visitors. A number of state officers, including the grand chief, Mrs. Mary George, of Morgantown, are expected to be present on the occasion.

William McKay, son of Mr. and Mrs. Charles B. McKay, of the West End, is a member of one of the companies on the Mexican border, and no doubt has the distinction of being a member of the invading force. He enlisted in the regular army at Akron, O., in 1914. He is now a mounted scout in Company K, Twenty-second Infantry, and has been at Douglas, Ariz., for some time. He writes that he is well pleased with army life.

The school savings bank system is proving very successful in the public school. A recent report of the weekly amount showed about an average of \$5 per room placed to the savings account of the scholars, and the total to date exceeds \$100 for the first month's results.

The regular meeting of the Suffrage League is announced for Tuesday evening, March 21, in the basement of the Baptist church.

Attachments have been filed in Magistrate Davis' court against the Universal Supply Company, a chartered co-operative grocery, and its doors were closed Thursday. It is rumored that the stockholders will be assessed a small sum and the obligations paid, and the business started again.

The Rev. Mr. Radabaugh, of Beilington, district superintendent, will fill the pulpit at the United Brethren church both morning and evening for the pastor, the Rev. U. G. Ware, who is engaged in evangelistic work.

Bids for the construction of the new building at the Girls Industrial Home, have been opened and the contract awarded to Longest-Tessier and Company, of Greensboro, N. C., their bid being \$41,700 for the building complete. It will be a brick structure, replacing the school room and chapel that was destroyed by fire last year. The new building will be modern in construction and detail, with a large auditorium and work rooms to accommodate the growing needs of the home. Work will begin at an early date.

The Kingwood high school girls basketball team played Salem College girls Saturday night.

The marriage of E. Curtis Bonnell, son of Mr. and Mrs. Charles Bonnell, of East Salem, to Miss Hazel Wilson, of Ritchie county, was solemnized recently. They are at the home of Mr. Bonnell's parents, and will reside here.

W. Scott Davis and Okoy W. Davis purchased the C. W. Perine store and have taken charge, combining the haberdashery that was formerly owned by W. Scott Davis. They will also continue their cleaning and pressing department.

Mr. Perine will give his entire time to the moving picture interests of the Lyric theater.

H. J. Cross returned Friday evening from Racine, O., where he visited his aged parents.

H. J. Hallack and C. N. Jones were business visitors at Clarksburg Saturday.

W. W. Freeman, a venerable citizen residing on route No. 1, is reported to be critically ill.

D. L. Perine is confined to his home with a severe case of lagrippe.

MAN 'DIES' THREE TIMES IN ONE DAY; NURSES AND PHYSICIANS TWICE WRONG

DENVER, Col., March 18.—Death comes but once to the ordinary man, but to Charles Gallagher it came three times before it decided to remain. Three times in the county hospital nurses and physicians pronounced Charles Gallagher dead—only to learn in two of the instances that the evidences of death were false.

Twice Gallagher came to life to struggle with the shroud which swathed him, and it was not until rigor mortis stiffened the body following the third death that the authorities felt safe in turning the body over to the coroner.

Gallagher, a farmhand weighing nearly 300 pounds, fell from a hay wagon and broke his back.

WAR Is Profitable for Austrian and Hun- garian Railroad Supply Makers.

VIENNA, March 18.—War has been profitable for the Austrian and Hungarian railroad supply makers. Figures just published show that since August, 1914, 961 locomotives and tenders, 3,095 passenger coaches, and 26,383 freight cars have been ordered by the railroads of the dual monarchy. In addition orders have just been given for 4,000 additional freight cars deliverable by the end of 1916, and 438 locomotives and tenders, deliverable by the end of 1917. The value of the first orders is about \$54,000,000, that of the second about \$18,000,000.

TURKISH LEADERS GETTING UNPOPULAR



Enver Pasha (left) and Talaat Bey.

Here is a new picture of the leading figures in Turkey. Enver Pasha, minister of war, is the man who cast the lot of Turkey on the side of the Teutonic alliances in the war. Talaat Bey, Turkish minister of the interior, is Enver's right hand man. As long as the Turks were victorious these men retained their popularity, but the recent Turk reverses in Asia have put them out of public favor.

"First National Pa k" Is Her Right Stocking

HARTFORD, Conn., March 18.—It was rather chilly the other night and Mrs. Annie Dietz prudently wore woolen sleeping hose when she went to bed. Testifying in court against Michael Arenewich, who was held in \$500 bail on the charge of burglary and attempted theft from person, Mrs. Dietz said:

"As I was placing a roll of \$400 in my stocking I heard a slight noise, and looking out thought I saw this man stepping back from my bedroom window. The next I knew I was awakened by feeling one of my stockings being pulled off. Before I could turn on a light the intruder jumped through the window and disappeared with my left stocking."

The chief reason why Arenewich was charged merely with attempted theft was that Mrs. Dietz put the money in her right stocking.

BLIND INDIAN In Government Employ Proves His Efficiency as Police- man and Interpreter.

MUSKOGEE, Okla., March 18.—William M. Lowrey, a blind Cherokee Indian, is at his desk every day in the mailing division of the Union Indian agency here, while on the payroll as an Indian policeman he is used as an interpreter and is a good one. When not thus employed he works in the mailing division.

For a number of years Lowrey conducted a crossroads store east of Muskogee and made a good living. He has a son 11 years old and wanted to get him in the Muskogee schools. He applied for a position as interpreter at the Indian agency and thus connected with the payroll of Uncle Sam. He has his son read the newspapers to him.

WIDOW FOOLS LAWYERS AND GETS \$6,000 CHECK

WICHITA, Kan., Mar. 18.—When Harry J. Paswater, conductor on the Missouri Pacific, was killed under his train near Hutchinson last year, lawyers won a race with the body to the Paswater home in this city, in an effort to obtain a contract with the widow to bring a damage suit against the railroad. Mrs. Paswater refused to talk to the lawyers until she had sought advice from four Wichita business men, members of the same fraternal order as Mr. Paswater. She has received a check for \$6,000 from the Missouri Pacific, and not one cent of the money was attached by a lawyer or any one else.

HETTY GREEN SELLS A MINE.

The purchase from Mrs. Hetty Green the New York capital of the "Old Eureka" gold mine at Sutter Creek, Calif., has just been made by a syndicate of eastern millionaires. The mine has long been known as "Hetty Green's pet kitten." The price she received for it is said to have been more than \$1,000,000.

SOLDIER COLONIES.

WELLINGTON, N. Z., Mar. 18.—The New Zealand government has made such progress with its scheme for settling returned soldiers on the land that numerous large areas have already been set aside, and several of the new "colonies" are ready for occupation.

GIVEN WAR CROSS.

AMSTERDAM, Mar. 18.—The grand duke of Mecklenburg-Schwerin has visited the Fokker factory and aerodrome at Schwerin and handed the war cross to Herr Fokker, who is a young Dutchman.

SEIZE SNAILS.

PARIS, Mar. 18.—Burgundy snails, of which Parisian epicures are so fond, have not always come from Burgundy, says Dr. Borillon, an authority on the subject. Before the war a large part of those consumed in Paris were imported from Bavaria; some of them are now coming from Switzerland, and patriotic snail eaters demand that they be seized at the frontier on suspicion of Teuton origin.

"Damn" Is Not a Swear Word, Say Har- vard Students, Who Delve into the Past.

CAMBRIDGE, Mass., March 18.—"Damn" is no longer considered a swear word at Harvard. A group of students specializing in numismatics have discovered that the Persians years ago had a coin, the damn, the smallest they had in size and the worthlessness of which is exceeded only by Mexican or stage money.

Consequently the Persian bloods got into the habit of saying they did not give a damn about this or that to show their indifference. The word was later adopted into the English language.

Movies Cause Wife to Neglect Her Home and She Loses Suit for Maintenance.

TRENTON, N. J., March 18.—After a happy married life of twenty-two years, Mrs. Howard Winfield Chase, of Hillcrest avenue, this city, developed such an abnormal fondness for movies, fine meals and money that she neglected her home and husband, so he charges.

Chase separated from his wife, whereupon she started a suit for maintenance. This was heard before Vice Chancellor Backes and he dismissed the bill of Mrs. Chase. It was shown in the evidence that Mrs. Chase admitted the truth of the husband's defense and also that she refused his invitations to return to him.

Man Delvers Soap Te Woman in Tub

Garbed only in the flowing lines of her porcelain bathtub, Mrs. Lena Pelatrua, of New Brighton, N. Y., caused the arrest of Salesman John Conroy, who delivered a soap order in person. Conroy, replying with a \$10,000 suit for damages, declared the woman sent for the soap so he slipped along with it. Conroy also stated that Mrs. Pelatrua threw everything in the bath tub at him, including her personal opinion. He denied having any suds before slipping along with the soap.

NEWS ITEM UNITES BROTHERS.

A newspaper item, telling of the formation of a real estate agency at Calwood, Mo., recently led to the reunion of Louis Blittner, 68 years old, of Dubuque, Ia., and his brother, W. L. Blittner, 78 years old, for many years a merchant at Calwood. The elder brother recently entered the real estate firm in question and announcement of this fact was read by Louis, ending a separation of fifty-four years.

WOMEN ASTRONOMERS.

LONDON, Mar. 18.—Astronomy is the latest field of human endeavor to be invaded by women. As a career for women it recently received impetus when the Royal Astronomical Society obtained a supplementary charter from the crown in order to admit women members as fellows of the society. Five women were admitted to membership and that many more will presumably become fellows after the March meeting.

QUICK JUSTICE.

Two hours after he entered the home of Mrs. Ralph Remy, at Warsaw, Ind., robbing her and attempting to attack her at the point of two revolvers, Charles O'Brien was on his way to the Indiana reformatory at Jeffersonville to serve a term of from ten to twenty years. In that length of time he was pursued by a posse, captured, rushed into court to escape lynching threats and sentenced by the judge.



Advertising Is the Great National Business Science

In that Science the Nations of the World Will Soon be Competing Bitterly. America Leads Now, and the Advertisers of America Will Help to Keep This Country in the Lead.

By Arthur Brisbane, Editor, New York Journal and New York American

Advertising is the art of transferring an idea from your mind to the minds of others.

The advertiser's task is to see a thing clearly, DESCRIBE IT SIMPLY and convincingly.

The great mistake of the professional advertising man is lack of simplicity.

The most idiotic mistake of the business man who has something to advertise is the notion THAT HE CAN DO IT HIMSELF BETTER THAN A PROFESSIONAL.

The picture above, by our humorous genius Tad, illustrates the commonest folly of the business man who fails to see that you cannot be at the same moment the DYNAMO in the power house grinding out the current and the brilliant BULB that sheds light and tells what the dynamo is doing.

The business man is the DYNAMO, the advertising man is the electric BULB that tells of the dynamo's work.



The bulb that thinks itself more important than the dynamo is foolish.

The big dynamo that thinks it can get along without any bulb and make a success of a lighting plant all by itself is a foolish dynamo.

Advertising is an art and science important to all the nations and to every man in the nation.

Advertising is to business, industry, manufactures, WHAT PRINTING AND LANGUAGE ARE TO THE HUMAN RACE. Advertising is the SPEECH OF BUSINESS. Without it business is dumb.

To exaggerate the importance of advertising and of its unlimited possibilities is not easy.

For instance, this nation of ours does thousands of millions of business yearly with other countries.

In South America the right kind of an INTERNATIONAL ADVERTISING CAMPAIGN would sell thousands of millions MORE of our products to the Southern republics alone.

And the right kind of advertising campaign in China and all of Asia would sell other thousands of millions.

The great thing is to get the RIGHT brain to do the advertising.

You must have the man who understands China, what China wants, what China believes, what kind of advertising language China understands.

You must have a brain similarly equipped to deal with the Argentine, and Chili, and Peru, and Brazil.



The great nations of the world are bankrupt, or bankrupting themselves as rapidly as they can.

England spends fifteen millions a day on war, lends six hundred millions to Italy, and heaven knows how many thousands of millions to France and Russia.

Soon, let us hope, war will stop, and then will begin THE GREATEST ADVERTISING CAMPAIGN THAT THE WORLD HAS EVER SEEN.

Turning from blood and murder to business once more, the nations broken in spirit and purse will begin a desperate fight to get back the business lost.

What a magnificent thing it would be for this country if the Government could clearly understand what national advertising means, and if the United States could begin NOW the great campaign of national development throughout the world that will soon be begun with terrific energy by the other nations.

From the nation that needs new markets down to the man who has just invented a new lamp, what HE HAS DONE, the world's problem in business is advertising.

This is one of a series of Advertise Advertisers, by the Associated Advertising Clubs of the World (headquarters Indianapolis). Write for booklet, written for buyers like yourself. Every man or woman who buys any kind of commodities will find it profitable reading.



CONVICTS

Themselves Build Wing on Prison at Leavenworth, Kansas.

LEAVENWORTH, Kan., March 18.—After twelve years of convict labor, the east wing of the federal prison here has just been completed. It is 351 feet long, sixty-five feet wide and has 500 cells. The arrival, three years ago of thirty-three dynamiters, men trained in every phase of the construction of buildings, greatly speeded up the work. The convicts are now busy on another addition. When this is completed the prison will house between 2,500 and 3,000 inmates.

QUAIL, TAMED BY HUNGER, ROOTS WITH CHICKENS.

TOPEKA, Kan., March 18.—Reports received by the state game warden of Kansas and Oklahoma indicate that thousands of quails in the two states have been fed by farmers and prevented from starving in the severe weather. As a result, some reports asserted, an increasing number are being manifested by the birds, and in some cases they even have rooted in barnyards with chickens.

SUBSTITUTES FOR DRUGS.

VIENNA, Mar. 18.—To meet the serious shortage of certain drugs and medicines, the Pharmacological Institute has been conducting investigations into the production of proper substitutes. The Druggists' Wochen-schrift publishes a long list of successful "Ersatz" medicines already produced, among them being a synthetic form of morphia, a substitute for glycerine and bromine to take the place of iodine as a skin disinfectant.

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Agricultural authorities in the two states have urged farmers to assist in the protection of the birds, asserting that in so doing they protect their crops from some of the more dangerous insect pests.